

Chapter II

Wallingford Planning History

Wallingford has had a long and successful history of neighborhood planning. The 1996-98 effort is no exception to this rule. The level of community involvement in planning and land use has been very high continuously since at least the Neighborhood Improvement Plans of the late 60's and early 70's.

The new effort at neighborhood planning in the City of Seattle also galvanized a significant effort in Wallingford, called Team Wallingford. And the commitment of the planning team to encourage participation and its record of successfully involving the community at every step derives at least in part from this historical trust of the community and in community involvement.

The city of Seattle in the 1996-1998 Neighborhood Planning program also demanded high levels of community outreach and participation, and provided the necessary backing for

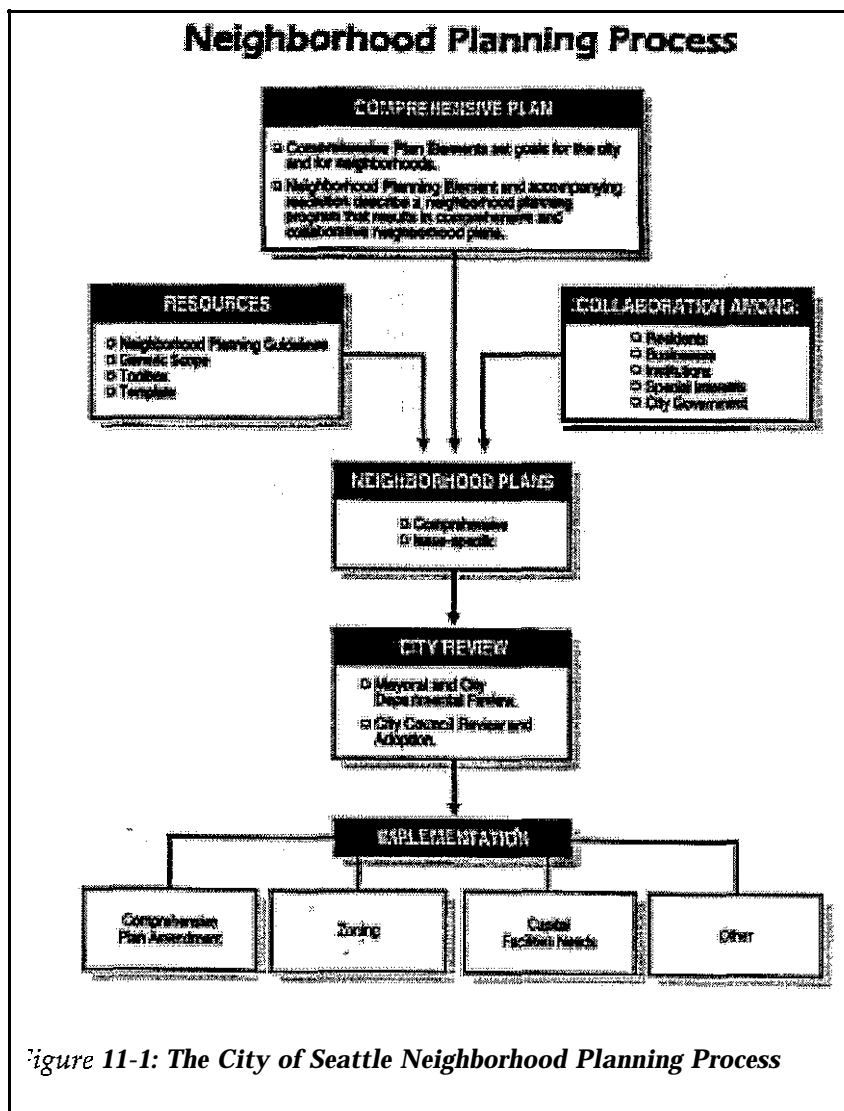


Figure 11-1: The City of Seattle Neighborhood Planning Process

communication with the entire community of residents, businesses, and absentee landlords. This unprecedented commitment to continuous outreach provided Team Wallingford the support it needed to carry out an ambitious and far-reaching community involvement strategy that reached into virtually every corner of the community.

The events outlined below give a flavor of this effort.

General Meetings:

Team Wallingford began holding monthly meetings in February 1995 (7 to 9pm at the Wallingford Senior Center in the Good Shepherd Center, 4649 Sunnyside Ave. N.) and has had one on the 2nd Wednesday of each month, at the same time, in the same place EVERY month since. That makes 40 meetings to date.

Phone Tree:

Each monthly meeting (with a few exceptions) has been announced in the *North Central Outlook* and in the Wallingford Community Council's *Wallpaper*; and some have been in the *Seattle Press* (as a bi-weekly, they have a very long lead time). For a while, a phone tree announced each meeting to everyone on our list. Later, members were notified by e-mail, community newsletters, weeklies, etc. in addition to other sources,

News Articles:

There have been periodic articles and interviews publicizing Team Wallingford efforts in the two local news publications (*North Central Outlook*, *Seattle Press*) and in WCC's *Wallpaper* (see Appendix, "News Articles," for sample headlines). In response to a suggestion from us, the *North Central Outlook* began featuring a special Wallingford section ("The Wallingford Outlook") every month, including news and information about Team Wallingford. (see Appendix, "News Articles," for a partial listing.)

Surveys:

Team Wallingford has attempted to survey all stakeholders five times throughout the 3+ year process. Three of the instruments were mailed to all households in the planning area (over 8,000); one was mailed only to 1,200 persons in a combined database from the Community Council, Team Wallingford, the Chamber of Commerce and the Senior Center; and one was hand distributed over the course of 7 months and mailed only to all non-resident property owners from a list provided by the City. The Business Work Group also conducted two surveys targeting business stakeholders. Return rates were a bit disappointing for the business surveys as well as some of the general surveys, but we feel they served as valuable awareness /education tools for the entire community. (See Appendix, "Surveys," for distributions and return results)

Newsletters, Flyers & New Member Packets:

Since October 1996 Team Wallingford has published 5 newsletters (see Appendix, "Newsletters," for a list) and several flyers announcing upcoming events, highlighting specific issues or concerns, and publicizing efforts to date. In addition to being mailed throughout the neighborhood, newsletters (and any TW flyers) have been placed in all the "third space" locations we could find in the community that

would agree to it, including the 3 community “kiosks” at the Roadrunner cafe (now Irwin’s), the Wallingford-Wilmet Library, and Honeybear Bakery. When the new QFC opened (replacing Food Giant), they gave us space beside the outdoor espresso stand to share with the Community Council and the Chamber, for announcements and information.

“New Member Packets” that include up-to-date information on Team Wallingford planning efforts were handed out to all who attended general meetings, or to anyone who asked for one via numerous access channels to Team Wallingford. All TW flyers and “New Member Packets” were also distributed at Community Council, Chamber of Commerce, and special neighborhood meetings or events held while they were relevant.

Accessing Team Wallingford:

- **Telephone Hotline:** Team Wallingford has maintained a phone number almost since its inception. Until June 1997 it was primarily a voice mail number (633-0807), but after that it was the home phone number of a volunteer (Judy Walton, 632-4557), who helped an average of 2-3 callers a month.
- **E-mail:** Volunteer Chris MacKenzie (weavers@nwtik.com) maintains the principal e-mail site for Team Wallingford. In addition to responding to e-mail requests/messages, she puts out an “e-news” letter with community news and announcements of upcoming Team Wallingford meetings and events. Currently there are over 270 people on the e-mail list.
- **Web site:** Information about Team Wallingford activities can be accessed in two ways:
 - via a link from www.wallingford.org, a neighborhood web-site initiated by Team Wallingford in late 1996.
 - directly via the city’s web site at www.pan.ci.seattle.wa.us/community/wallingford/teamwall.htm

Participation in Neighborhood Events:

TW volunteers have maintained a booth at, participated in, and/or helped organize some of the major neighborhood events, including

- . Wallingford Seafair Kiddie’s Parade (participated in, July 1996)
- 1st Annual Wallingford Gardens Tour (organized, participated in, April 1998)
- Pumpkin Push in Gas Works Park (organized, Fall 1996)
- . Wallingford Wurst Festival at St. Benedict’s School (maintained booth, 3 years in a row)

In addition, TW has initiated neighborhood events such as tree-plantings, sidewalk/parking lot cleanups, and a “Welcome to Wallingford” event for Ballard students assigned temporarily to Lincoln High during Ballard High School reconstruction.

Finally, TW volunteers have participated in at least two NPO-sponsored “Neighborhood Open Houses” (one at Fred Hutchinson, and one at Seattle Center) where plans were shared with other neighborhoods and with the general public.

Major Team Wallingford Outreach Events:

“Road Show” Presentations: Volunteers took the Team Wallingford planning efforts “on the road in the summer of 1996, making public presentations at several neighborhoods schools and churches, the Wallingford Chamber of Commerce, the Wallingford Community Council, and the Fremont Urban Neighborhood Coalition (FUNC).

Workshops: Two all-day intensive workshops – one on housing (7/97) and one on Urban Village boundaries (9/97) - were held to identify neighborhood concerns and refine work group plans. The Housing Workshop included a walking tour of the neighborhood that was very successful, culminating in an exchange of new ideas over lunch in Gas Works Park.

Money Game: The consultants helped develop this community outreach tool, which was “played at various events, including the Wallingford Wurst Festival and the Urban Village Workshop. The idea was to give participants a way to prioritize their wishes, based on estimated costs of each proposed project. Results were tabulated and distributed to the community, and used to refine elements of the Plan, particularly regarding capital facilities and transportation.

Community-wide Events:

- . First Outreach Event (Saturday, May 18, 1996, 11 am - 3 pm, at Lincoln High),
 - . **Purpose:** Introduction to the planning process and Outreach.
 - **Attendance** About 50 people.
- Wallingford 20/20 Event (Wednesday, November 6, 1996, 3-7 pm, at St. Benedict’s School),
 - **Purpose** Validation of Key Issues identified by Survey #1/Outreach.
 - **Attendance** Over 200 people.
- . Alternatives Fair (Tuesday, November 18, 1997, 4-8:30 pm, at St. Benedict’s School.)
 - . **Purpose:** Validate alternatives proposed by TW for Key Issues/Outreach.
 - **Attendance** About 200 people,
- Validation Fair (Saturday, June 20, 1998, 11 am - 3 pm, at St. Benedict’s School),
 - . **Purpose:** Validate Final Plan Proposals.
 - . **Attendance** 90+ people.

Outreach to Surrounding Neighborhoods:

Through designated “liaisons; the TW steering committee was kept apprised of planning proposals by its two neighbors to the north and west, and likewise they were made aware of our proposals. Links with the University District to the east were not kept up as well, although near the final stages greater efforts were made to publicize each others’ plans. Unfortunately, it was not always possible for neighboring planning groups to “get the word out” to everyone in their community, and this caused some surprises to people at the boundaries of two neighborhoods, who may not have been aware of proposals that could affect them. (In particular, this was the case with some Stone Way Ave merchants who claimed not to have heard about TW proposals for the street until the last minute.)

How Many People Have Gotten Involved?

- Average attendance at monthly meetings is now 30-40 people, up from 12-15 in the early months.
- We have close to 400 names on our mailing list, of people who have given TW their names and addresses either at a meeting, by phoned, or e-mailed, or have made personal contact indicating interest.
- Very active participants (defined as people who attend at least 3 TW meetings monthly) grew in the last phase. The TW Steering Committee, numbering 14 members, has been meeting bi-weekly throughout the 3+ year process. When Phase II began in the winter of 1997, the number of active members went up to 88 total – 78 people who composed the TW work groups and leadership plus an additional 10 participants on the Planning Review Board.

Partial Listing of Major Outreach Tools

News Articles (Partial Listing):

“Wallingford, the search for community input.” North Central Outlook, 2/21/96.

“Support the team.” North Central Outlook, 11/6/96.

“Wallingford looks toward 2020.” Seattle Press, 10/23/96.

“Team Wallingford prepares for planning event.” North Central Outlook, 10/30/96.

“Team Wallingford needs volunteers.” Seattle Press, 1/15/97.

“Women with a plain four organizers are among the prime movers of Team Wallingford.” North Central Outlook, 3/26/97.

“Wallingford plans for future.” North Central Outlook, 5/21/97,

“Neighbors welcome students to Lincoln.” North Central Outlook, 8/6/97.

“Wallingford welcomes Ballard Beavers.” Seattle Press, 8/13/97.

“Fun and games for Team Wallingford planning committee.” University Herald, 8/20/97.

“Wallingford creates master plan.” North Central Outlook, 10/1/97.

Special Neighborhood Section “The Wallingford Urban Villager,” Seattle Press, 10/8/97.

“Planning efforts leave leaders skeptical.” North Central Outlook, 10/22/97.

“Wallingford community planners tackle affordable housing.” North Central Outlook, 11/12/97.

The Wallingford Outlook “Planning-survey results are in, residents share views.” North Central Outlook, 12/17/97.

The Wallingford Outlook “Catch the Wallingford Spirit” (plus other articles) North Central Outlook, 1/28/98.

Surveys:

- Survey #1/Apr-Ott '96. (Outreach)

- **Distribution:** Team Wallingford members hand-distributed and collected most of the thousand copies of our first survey (a time-consuming process that used many volunteer hours) in the between April and October, 1996. Distribution included a special effort to reach all businesses and a mailing to all non-resident property owners from a list provided by NPO.
- **Response:** *Completed "Outreach Phase" surveys numbered 285.*
- Survey #2/Nov. '96. (Key Issues)
 - **Distribution:** We mailed our second survey to every household in the planning area (over 8,000 copies mailed) in October 1996. This "Key Issues" survey was also presented at the November Validation Event.
 - **Response:** *A total of 237 completed surveys were returned.*
- Survey #3/Jun, '97. (within the Phase H Kick-off newsletter),
 - **Distribution** *In the s-er of 1997, we* surveyed opinions on Human Services only via newsletter with a limited distribution (due to the lack of funds). It was mailed to 1,200 residents including neighborhood organization members (Community Council, Chamber of Commerce, and Senior Center) and the Team Wallingford mailing list.
 - **Response:** *Only 11 completed surveys were returned,*
- Survey #4/Nov, '97. (Alternatives Fair)
 - **Distribution** Distributed 8,000+ copies to all households within planning area within newsletter announcing Alternatives Fair held on Nov. 18. Also distributed similar questionnaire to over 200 persons in attendance at the event.
 - **Response:** *Results: 217 surveys returned from mailing & 74 questionnaires from event*
- Survey #5/May, '98. (Plan Validation)
 - **Distribution:** *In* spring of 1998, a final survey was distributed via Newsletter mailed to 8,000+ to all households in planning area, placed in strategic locations, and made available at the final validation event. Neighbors were also given a chance to fill out surveys at several neighborhood events where public comment was solicited.
 - **Response:** *A total of 70 surveys and 16 letters were received in response,*

Business Work Group Surveys. Using volunteer hours, Team Wallingford's Business Work Group conducted two of its own surveys – one for the nearly 800 storefronts, and one for the 800 home-based businesses.

Newsletters:

- 1) **Team Wallingford Newsletter: Creating a Clear Vision.** 10/96
 - Purpose Publicize Vision Statement. Identify Key Issues. Distribute survey.
 - Distribution Mailed to all 8,000+ households in planning area.
- 2) **Team Wallingford News. 12/21/96.**
 - **Purpose** Distribute survey results to TW survey respondents.
 - Distribution Mailed to 250 people; placed in kiosks; available at Community Council and TW meetings..

- 3) **Team Wallingford Neighborhood News**, Vol I, #1. 7/97.
 - Purpose Phase II Kick-off/Recruit Workgroup participants
 - Distribution. Mailed to 1,200 names in combined neighborhood organizations' database,
- 4) **Team Wallingford Neighborhood News**, Vol 1, #2. 11/97.
 - Purpose: Announce Alternatives Fair event. Present alternatives, deliver survey,
 - Distribution Mailed to 8,000+ households in planning area,
- 5) **Wallingford Neighborhood News** ("Your Plan is Done!") Vol 2, #1. /98.
 - Purpose Announce Validation event. Present final TW proposals, deliver survey.
 - Distribution: Mailed to 8,000+ households in planning area.